

APRIL/MAY 2024

**23PCM12/23PCP12 — DIGITAL
MARKETING**

Time : Three hours

Maximum : 75 marks



SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define digital marketing.
2. Explain – hyperlocal marketing.
3. What is Niche marketing?
4. Write a note about E-Product.
5. What is Meta - Verse Marketing?
6. Write a note about pull and push Marketing.
7. Write about data base marketing.
8. Write briefly about next generation CRM.
9. List out the key measurement methods of digital analytics.
10. What is market influence analytics?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Enumerate the factors impacting shift from Traditional Marketing to Modern Marketing.

Or

- (b) Explain the Critical Success factors for Digital Marketing.

12. (a) Briefly explain the features of online marketing.

Or

- (b) Write a note about E-Promotion, E-Price and E-Place.

13. (a) Explain Opt-in-Email Marketing.

Or

- (b) Discuss the advantages of Digital Media Channels.

14. (a) Describe the factors affecting online consumer behaviour.

Or

- (b) Discuss about electronic CRM.

15. (a) Explain briefly about the concept of digital analytics.

Or

- (b) Discuss the features of demystifying web data.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Describe the importance of data privacy and compliance in the context of digital marketing, and how it impacts the role of marketing professionals.

17. Elucidate the digitalization and implication on online marketing decisions.

18. Discuss in detail about Meta - Verse Marketing.

19. Explain the impact of online marketing mix on digitalisation.

20. Enumerate the market influence analytics.

